



Retail Goods and Services Expenditures

Prepared by DCA

Counties: Elmore, AL

Top Tapestry Segments:		Demographic Summary		
			2007	2012
Midland Crowd	27.7%	Population	77,576	86,808
Southern Satellites	19.5%	Households	27,155	30,804
Green Acres	9.5%	Families	20,646	23,093
Up and Coming Families	9.2%	Median Age	36.6	37.6
Heartland Communities	5.4%	Median Household Income	\$48,476	\$54,172

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	72	\$1,993.21	\$54,125,495
Men's	76	\$374.59	\$10,172,053
Women's	69	\$665.54	\$18,072,728
Children's	82	\$358.39	\$9,732,147
Footwear	64	\$325.33	\$8,834,401
Watches & Jewelry	76	\$150.47	\$4,086,148
Apparel Products and Services ¹	80	\$118.87	\$3,228,018
Computer			
Computers and Hardware for Home Use	79	\$173.34	\$4,707,137
Software and Accessories for Home Use	77	\$22.97	\$623,681
Entertainment & Recreation	85	\$2,908.58	\$78,982,451
Fees and Admissions	75	\$455.89	\$12,379,821
Membership Fees for Clubs ²	77	\$121.59	\$3,301,790
Fees for Participant Sports, excl. Trips	77	\$87.33	\$2,371,494
Admission to Movie/Theatre/Opera/Ballet	70	\$105.45	\$2,863,566
Admission to Sporting Events, excl. Trips	79	\$45.28	\$1,229,470
Fees for Recreational Lessons	74	\$96.24	\$2,613,501
TV/Video/Sound Equipment	83	\$967.41	\$26,269,890
Community Antenna or Cable Television	86	\$573.85	\$15,582,785
Color Televisions	79	\$108.54	\$2,947,485
VCRs, Video Cameras, and DVD Players	84	\$32.54	\$883,687
Video Cassettes and DVDs	84	\$50.84	\$1,380,667
Video Game Hardware and Software	83	\$27.46	\$745,650
Satellite Dishes	87	\$1.34	\$36,398
Rental of Video Cassettes and DVDs	82	\$48.92	\$1,328,314
Sound Equipment ³	75	\$119.48	\$3,244,405
Rental and Repair of TV/Sound Equipment	77	\$4.44	\$120,499
Pets	93	\$408.16	\$11,083,627
Toys and Games	86	\$156.72	\$4,255,609
Recreational Vehicles and Fees ⁴	100	\$454.64	\$12,345,825
Sports/Recreation/Exercise Equipment ⁵	80	\$183.94	\$4,994,858
Photo Equipment and Supplies ⁶	83	\$113.98	\$3,095,185
Reading ⁷	79	\$167.84	\$4,557,636
Food	84	\$7,064.36	\$191,832,563
Food at Home	85	\$4,275.80	\$116,109,363
Bakery and Cereal Products	85	\$611.01	\$16,591,867
Meat, Poultry, Fish, and Eggs	86	\$1,133.85	\$30,789,584
Dairy Products	85	\$466.55	\$12,669,130
Fruit and Vegetables	81	\$711.80	\$19,328,798
Snacks and Other Food at Home ⁸	86	\$1,352.60	\$36,729,984
Food Away from Home	82	\$2,788.55	\$75,723,200
Alcoholic Beverages	76	\$470.67	\$12,781,094
Nonalcoholic Beverages at Home	88	\$381.58	\$10,361,892



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Financial			
Investments	67	\$1,000.36	\$27,164,663
Vehicle Loans	96	\$5,885.29	\$159,815,057
Health			
Nonprescription Drugs	89	\$108.50	\$2,946,310
Prescription Drugs	98	\$567.06	\$15,398,438
Eyeglasses and Contact Lenses	87	\$72.16	\$1,959,533
Home			
Mortgage Payment and Basics ⁹	82	\$7,178.15	\$194,922,669
Maintenance and Remodeling Services	80	\$1,587.66	\$43,112,773
Maintenance and Remodeling Materials ¹⁰	95	\$357.15	\$9,698,274
Utilities, Fuel, and Public Services	88	\$3,854.84	\$104,678,251
Household Furnishings and Equipment			
Household Textiles ¹¹	81	\$112.46	\$3,053,982
Furniture	80	\$511.21	\$13,881,985
Floor Coverings	76	\$69.25	\$1,880,415
Major Appliances ¹²	89	\$261.09	\$7,089,840
Housewares ¹³	79	\$82.85	\$2,249,685
Small Appliances	84	\$31.10	\$844,474
Luggage	72	\$7.47	\$202,899
Telephones and Accessories	73	\$34.63	\$940,410
Household Operations			
Child Care	75	\$315.61	\$8,570,296
Lawn and Garden ¹⁴	96	\$428.17	\$11,626,826
Moving/Storage/Freight Express	77	\$41.23	\$1,119,549
Housekeeping Supplies ¹⁵	88	\$675.44	\$18,341,491
Insurance			
Owners and Renters Insurance	95	\$453.65	\$12,318,914
Vehicle Insurance	87	\$1,267.67	\$34,423,623
Life/Other Insurance	90	\$577.79	\$15,689,937
Health Insurance	92	\$1,800.84	\$48,901,861
Personal Care Products ¹⁶	84	\$395.00	\$10,726,151
School Books and Supplies ¹⁷	78	\$93.96	\$2,551,580
Smoking Products	92	\$446.65	\$12,128,860
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	93	\$5,320.04	\$144,465,679
Gasoline and Motor Oil	92	\$1,875.72	\$50,935,203
Vehicle Maintenance and Repairs	85	\$904.97	\$24,574,393
Travel			
Airline Fares	73	\$297.31	\$8,073,496
Lodging on Trips	80	\$326.67	\$8,870,794
Auto/Truck/Van Rental on Trips	72	\$31.27	\$849,055
Food and Drink on Trips	81	\$381.79	\$10,367,471

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Expenditure data are derived from the 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.



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¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Sound Equipment** includes sound components and systems, CDs, tapes, records, needles, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁵**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁶**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁷**Reading** includes newspapers, newspaper subscriptions, magazines, magazine subscriptions, and books.

⁸**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

⁹**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹⁰**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, insulation materials, and materials to finish a basement, for owned homes.

¹¹**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹²**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹³**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁴**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁵**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrapping supplies, postage, and delivery services.

¹⁶**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁷**School Books and Supplies** includes books and supplies for college, elementary school, high school, and preschool.

¹⁸**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.